**Attorneys Serving the Community Luncheon**

**2024-2025 Beneficiary Application Form**

**Please answer all questions completely and accurately and to the best of your ability. You may attach additional pages and use additional lines as necessary. If you are unable to answer any of the following questions, please give a short explanation as to why you are unable to answer. Return your entire application form (with attachments) to:****ascbeneficiaryapplication@gmail.com****. Feel free to email in parts due to any size limitations.**

**You may contact Maeghan Whitehead with questions at** **mewhitehead@ktslaw.com** **or 469.805.4750.**

**DEADLINE is 11:59 p.m. CT, Friday, March 1, 2024**

**THIS IS A FIRM DEADLINE. APPLICATIONS RECEIVED AFTER THIS DEADLINE WILL NOT BE CONSIDERED.**

**If you prefer to submit your materials in hard copy only, please submit twelve (12) hard copies of your materials. Electronic submissions are STRONGLY ENCOURAGED.**

**ORGANIZATION BACKGROUND**

1. **Organization Name:**

1. **Primary Contact(s) and Title(s):**

**Complete name and title of primary individual that completed this application:**

1. **Office Address:**

**Telephone:**

**E-mail:**

**Website:**

1. **Is your organization a non-profit Section 501(c)(3) corporation?    If not, please describe its organizational structure.**

1. **Please give a brief description of your organization, including in your description the client base it serves, the services it provides, the purpose, goals, and mission of the organization, and its impact on the community.**

1. **Briefly describe how your organization was founded, including when, where, and by whom.**

1. **How are clients selected or referred?**
2. **What geographic area is served by your organization?**

1. **What is the economic level of the clients you serve?**

1. **How many clients does your organization serve per year?**

1. **What is the race/ethnicity of all clients served (include percent division among race/ethnicity, if applicable)?**

1. **What is the gender of the clients served (include percent division between genders, if applicable)?**

1. **What is the average age of the clients served?**

1. **What critical issues were faced by your organization during the past five years and how did the organization deal with them?**

1. **What are the critical issues your organization will face in the next five years?**
2. **Please complete the following information about previous applications to ASC:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year Applied** | **Did you receive a site visit?** | **Names of ASC members who made site visit, if known** | **Were you a finalist?** |
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1. **Is your organization associated with any religious, political, or other special interest group?  If yes, please explain.**

1. **Is your organization religiously affiliated in any respect?  If yes, please explain.**
2. **(a) How many employees does your organization have?
(b) How many independent contractors does your organization have?
(c) Please identify employee/independent contractor positions:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | **Brief Description of Responsibilities** | **Full or Part Time or Contractor?** | **Paid or Volunteer?** |
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**BOARD OF DIRECTORS**

1. **How many Board members are permitted for your organization?**
2. **How many Board members are there currently?**

1. **What is the term of each Board member?**

1. **How is each position on the Board filled or chosen?**

1. **Are any spots on the Board dedicated or reserved in any way?   If yes, please explain.**
2. **Is your Board affiliated or otherwise aligned with any particular religious, political, or other special interest group?  If yes, please explain.**

1. **Is your Board composed of any other organizations?  If yes, please explain.**
2. **Are opportunities for any Board positions limited in any way (for example: by age, sex, creed, religion, handicap, politics, or any other factor)?  If yes, please explain.**

1. **How are officers and Board committee members selected within the organization?**
2. **Will your organization commit to considering and actively soliciting ASC members for Board openings after the 2024 ASC Luncheon?**

1. **Do you have an Auxiliary, Advisory Board, or other support group?  If yes, please describe.**
2. **If you are selected as a finalist, will your Board resolve to fulfill the ASC Beneficiary Partnership Guidelines, attached at the end of this application, before the ASC Charity Selection Meeting?   If no, please explain.**

**FUNDRAISING**

1. **Please identify ALL organized fundraising activities/events held, scheduled, or tentatively scheduled for the calendar years 2024-2025 (January 2024 through December 2025):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Event** | **Date Scheduled** | **Prior Year(s) Event Was Held** | **Amount Raised** | **Number Attending** | **Describe Board/Staff Involvement** |
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1. **Do you have any descriptive material/brochures for the activities/events referenced above? If yes, please submit them with your application.**

1. **For the past two years, what percentage of your Board, Advisory committees/groups/boards, and your staff has participated financially in your annual fundraising drive(s)?**

1. **If selected as the 2025 ASC Luncheon beneficiary, would you agree to consult ASC before committing to or scheduling any fundraisers (*i.e.*, more than 50 people in attendance) that would be held between September 2024 to June 2025 by any of your organizations, Board, Auxiliary, Advisory, or any outside entity on your behalf?   If no, please explain.**

1. **If your organization is selected as the 2025 ASC Luncheon beneficiary and you have already scheduled fundraising events between January 2025 to June 2025, would you be willing to reschedule or cancel such events?  If no, please explain.**

1. **In the past five years (including this year), have you been a beneficiary of any fundraisers by third parties (for example: Crystal Charity Ball, Dallas Morning News Charity Drive, or any other fundraiser sponsored by another entity)?    If yes, please identify each activity/event, including the year of the activity/event and the amount raised (or anticipated to be raised) for your organization.**
2. **Have you applied to be the beneficiary of any fundraisers by outside entities for the 2024-2025 calendar years?  If yes, please explain.**
3. **Does your organization receive national or regional funding from any source?  If yes, please explain.**
4. **Does your organization receive governmental sources of funding?  If yes, please explain.**

1. **Are you a United Way agency?**

1. **What are your other sources of funding? Do you have an endowment?  If so, please explain.**

**USE OF ASC LUNCHEON PROCEEDS**

1. **If your organization is selected as the 2025 Luncheon Beneficiary, how would you use the net funds generated from the ASC Luncheon (typically $175,000 – $225,000)?**

1. **Would you be willing to conduct and/or submit to an independent audit to verify the funds were used as proposed?    If no, please explain.**

**LUNCHEON SUPPORT**

1. **Identify any realistic contacts that your organization has for potential speakers at the 2025 ASC Luncheon (*i.e.*, greater than 75% chance of obtaining), the likelihood such speakers can be secured, who your contacts are, and the relationship they have to such speakers.**
2. **Please indicate whether your organization is willing to spend the significant time and money (approximately $30,000–$50,000) required to secure a national speaker for the 2025 ASC Luncheon and whether your organization is able to pay the speaker deposit (approximately ½ to ¾ of the speaker fee), which is typically due upon contract execution.**

1. **Please tell us whether your organization is willing and able to pay the initial deposit to secure the hotel reservation and audio/visual services for the 2025 ASC Luncheon (approximately $15,000), which is typically due upon contract execution.**

1. **Please identify with particularity any contacts your organization has for donated and/or discounted goods and services that would assist in a successful 2025 ASC Luncheon (*e.g.*, marketing contacts, public relations contacts, mailing services, printers, graphic artists, copy services, video production services, florists, etc.).**

1. **Please identify any possible honorary 2025 ASC Luncheon chairpersons and describe each such person’s connection to your organization or disclose your contacts and their relationships with such persons.**

1. **The 2025 ASC Luncheon, and related events across the 2024-2025 beneficiary year, require substantial beneficiary staff and Board involvement. Please describe in detail your administrative and staffing capabilities for the 2024-2025 schedule of events, which include:**
* **Three ASC member networking events (typically held in October, January, and March);**
* **The Heart and Sole 5K (typically held the Saturday closest to Valentine’s Day in February);**
* **The Silent Auction (typically held in late April or early May); and**
* **The culminating ASC Luncheon held in June and the VIP/Membership Reception held immediately prior.**

**CRITICAL NOTE: Participation with, and execution of, these events require the beneficiary to provide extensive support, including sponsorship tracking, telephone coverage, bookkeeping, generation of tax and thank-you letters, event volunteers, availability of executive director's time, and a dedicated staff member to serve as beneficiary/ASC liaison, among other things. Please indicate whether your Board and staff are willing to commit to spending the significant time and resources required over the course of almost 11 months to put on or assist with all ASC-sponsored events as a partnership with ASC’s efforts on your behalf.**

1. **If you are selected as the 2025 beneficiary, ASC expects your organization, its Board, and/or Auxiliary to both purchase tables and solicit others to purchase tables at the 2025 ASC Luncheon. Is your organization willing to do that?  If yes, how many tables will your organization, Board and/or Auxiliary commit to purchasing themselves?  If no, please explain.**

1. **How many additional table purchases may we expect from outside Board and/or Auxiliary solicitations and contacts?**

1. **Does your organization have a professional videotape explaining the purpose of the services provided by your organization that would be appropriate to show at the 2025 ASC Luncheon?    If no, is your organization and staff willing to spend the significant time and money required to produce a high-quality professional video to be shown at the 2025 ASC Luncheon?    Is your organization willing and able to involve clients in the video?  If no, please explain.**

**GENERAL INQUIRIES**

1. **In the past ten years, has your organization or anyone involved in its leadership, including board members, officers and executive director, ever been involved in a civil or criminal suit, or a criminal investigation, either as a defendant or plaintiff or otherwise?  If yes, please explain.**

1. **Has your current or immediately former executive director, president, or CEO ever been terminated from any organization, asked to leave any organization, or asked to submit their resignation at any organization?   If yes, please explain.**

1. **How long has your current executive director, president, or CEO been in that role with your organization?  Do you expect that person to change within the next eighteen months?  If yes, please explain.**

1. **Do you produce a newsletter?  If yes, please describe how long has it been in existence and, generally, the persons/entities included on the distribution list.**

1. **(a) What is your website address?**

**(b) How often is it updated?**

**(c) How quickly can you update your website with information and news about the 2025 ASC Luncheon and related annual events?**

1. **Do you send out routine emails to supporters and donors?   If yes, are you willing to help us publicize the 2025 ASC Luncheon and related annual events on a regular basis to such supporters and donors?  If no, please explain.**

1. **Do you have the capability to accept sponsorships and donations and sell ASC Luncheon tickets online?**
2. **Do you have access to auction software for use at the ASC Silent Auction?  If no, do you have a regular event where you have a silent auction?  If yes, please describe the event.**
3. **Please provide the following financial information with this application:**

**(a) Identify your fiscal year end;**

**(b) Include audited financial statements for the most recent complete fiscal year. If audited financial statements are unavailable, then submit an unaudited Balance Sheet and Statement of Support, Revenue and Expense for the most recent complete fiscal year (a statement signed by your organization’s Executive Director, CEO or President certifying the unaudited statements are true and accurate must be included);**

**(c) Include the following unaudited financial statements for the current fiscal year:**

**(1) Balance Sheet; and**

**(2) Statement of Support, Revenue and Expenses.**

**These unaudited statements are intended to supplement the financial statements for your most recent complete fiscal year as required above and should include the period from your most recent year-end to the most recent month-end. These unaudited statements must be certified to be true and accurate by the Executive Director, CEO or President;**

**(d) Provide a copy of your executed IRS Form 990 for the most recent fiscal year-end. If you are not required to file a Form 990, attach an explanation as to why you are exempt from the filing requirement; and**

**(e) Provide your 2021, 2022, and 2023 Budgets.**

1. **Please also attach:**

**(a) IRS letter of tax-exempt status for your agency/organization;**

**(b) List of your Board of Directors, Executive Board, Board of Trustees (if applicable), Advisory Board/Committee and Auxiliary;**

**(c) Copy of your Mission Statement in any printed promotional materials;**

**(d) Copy of your Bylaws;**

**(e) Copies of the Minutes of the last three Board meetings;**

**(g) Last two newsletters to members/volunteers (if applicable).**

1. **How are you familiar with Attorneys Serving the Community?**
2. **Have members of your Board, Auxiliary, or Staff attended an ASC Luncheon in the past?  If yes, which Luncheon(s) (if known)?**

1. **Is there anything else you would like for us to know about your organization that has not been covered in this application?**

##

## ASC BENEFICIARY PARTNERSHIP GUIDELINES

### Structure of ASC

**Attorneys Serving the Community (“ASC”) is a group of more than 475 attorneys who volunteer their time around career obligations, family, and other community activities to partner with a charity to raise funds year-round via several events, culminating in an annual benefit Luncheon. Our mission is to choose an organization benefiting women, children, and/or families and help take them to the “next level” in terms of funding and community awareness.**

**ASC is not a 501(c)(3) organization, does not maintain a bank account or hold or process any money, and does not have any permanent staff. In fact, ASC does not officially “exist” as an entity, other than self-governing via a loose structure of leadership and committees and relying upon the commitment by volunteers and their institutional memory consistently year-over-year.**

**Many times, the members of ASC use their personal resources to assist in preparing for the Luncheon and related events, and members are sometimes fortunate enough to utilize the resources of their firms and companies. Although our members are very passionate and committed, we rely heavily on our beneficiary to partner with us to make the Luncheon and additional revenue-generating events over the course of the beneficiary year a success. The guidelines set forth below (which are not all-inclusive) are meant to inform and guide our beneficiary as to the events we undertake on your behalf and at your side, along with some of the expectations ASC has of the beneficiary during the partnership year.**

### Typical Beneficiary-Year Schedule and Description of Events

**ASC has developed and grown over the years since its inception in 1986. Initially, the only event ASC executed on behalf of the chosen beneficiary was a small Luncheon. Now, over thirty years later, the entire beneficiary year is packed with ancillary events – many of which generate additional revenue for the beneficiary, but all of which rely on sponsorships to ensure that ASC can raise the maximum funds possible for the beneficiary. Most recently, the typical beneficiary year schedule has been as follows:**

|  |  |  |
| --- | --- | --- |
| Event | Approx. Date | Description |
| **Charity Selection Meeting** | **July/August 2024** | **ASC Membership votes/chooses Beneficiary from among three finalist applicant presentations.** |
| **Committees Formed and Kick-Off Meeting with Beneficiary** | **August 2024** | **ASC and Beneficiary meet with CEO/Executive Director and beneficiary staff member/ASC Liaison point person (if different) to get to know each other and chart course for the year.** |
| **Monthly Planning Meetings** | **First Tuesday or Wednesday of each month, Sept-June** | **Representative from beneficiary to attend each meeting, where planning for all events and latest developments are discussed; locations vary.** |
| **ASC Membership Networking Event #1** | **Mid-September/ Early October 2024** | **Fashion show at Neiman Marcus downtown; networking for ASC members and sponsors.** |
| **ASC Membership Networking Event #2** | **January 2025** | **Self-improvement speaker; networking for ASC members and sponsors; location varies.** |
| **Heart and Sole 5K and 1 Mile Fun Run** | **February 2025** | **Held at Winfrey Point on White Rock Lake; generates appx $30K+.** |
| **ASC Membership Networking Event #3** | **March 2025** | **CLE presentation held late afternoon; networking and continuing education for ASC members and sponsors; location varies.** |
| **Silent Auction** | **Late April/Early May 2025** | **Location varies; generates appx $35K+.** |
| **VIP Reception/ASC Luncheon** | **Mid-June (on a Friday) 2025** | **Final event and end of Beneficiary year; location varies; generates appx $200K.** |

**The main culminating event each year – and the primary source of fundraising dollars – is still the ASC Luncheon. ASC and the chosen beneficiary together may determine to alter, modify, or append to this schedule as necessary or desired in the future. ASC works hard to ensure every event is a financial success and also serves to increase community awareness for the chosen beneficiary. Ideas to enhance events are welcome.**

### Executive Director and Staff

**Our membership is very motivated by seeing firsthand how ASC’s efforts will benefit the beneficiary and by the beneficiary putting a “face” on the organization. We ask that the Executive Director (“ED”) and/or our main point of contact person (“ASC Liaison”) attend each membership planning meeting (once a month, beginning in September until the Luncheon) and, if at all possible, bring an impacted client or staff member, who can briefly speak to the group and share success stories or critical needs.**

**The ED/ASC Liaison will need to be prepared for extensive email communication from the ASC Co-Chairs and committee chairs, especially as major ASC events (i.e., the 5K, Silent Auction, and Luncheon) draw near. We will need assistance proofing forms, invitations, and programs to ensure the beneficiary and donor information is correct. The staff must be prepared to update the beneficiary’s website to announce the 5K, Silent Auction, and Luncheon (on the home page); allow for online donations trackable to ASC; allow for online sponsorship, ticket, and table sales; and provide tax receipt letters for all sponsorships and donations (in-kind and monetary). We will need one beneficiary point person to include on our sponsorship forms with a dedicated phone line for the beneficiary representative, who can answer questions and receive money. The person responsible for tracking money/sponsors will maintain a spreadsheet of all donations, including ASC member dues, sponsorship, ticket and table sales, and in-kind donations, and will report to ASC monthly with weekly/daily reports needed as the Luncheon draws near. This tracking spreadsheet ultimately will be used by the beneficiary’s staff to prepare the seating charts, sponsor listings, etc. for the Luncheon, which is critical to the Luncheon’s success.**

### Board/Auxiliary/Advisory Board

**ASC anticipates the chosen beneficiary’s Board to be very active in promoting and attending the 5K, Silent Auction, and Luncheon. We ask the Board to purchase Luncheon tables, solicit their contacts to purchase tables, sponsor the 5K, and solicit their contacts to sponsor the 5K. We ask that Board members solicit or donate items for the Silent Auction, particularly “big ticket” items such as time at vacation homes and one-of-a-kind experiences, and we strongly encourage the Board to attend the Silent Auction and bring guests who are willing to purchase Silent Auction items. We would like the Board to leverage their corporate contacts for “showcase” donations and to introduce the Luncheon and the beneficiary to businesses outside of the legal community. We like as many Board members as possible to attend the Luncheon and the VIP reception immediately preceding the Luncheon. We expect the Board to give or get $50,000 in sponsorships and in-kind donations.**

### Assistance Leading Up to the Luncheon

**The beneficiary will be responsible for paying any deposits for the Luncheon speaker, hotel, audio/visual equipment, or other up-front fees. The beneficiary should expect that most of the funds raised by ASC are received in the 1-3 months leading up to the Luncheon and, therefore, may not be available to cover such fees in advance. Although we try to negotiate the best deal we can for printing, fulfillment services, and mailing, the beneficiary may need to pay the costs for these services. The beneficiary also may need to have an updated video produced that fits within the time constraints of the Luncheon (typically less than 7 minutes).**

**ASC typically uses a speakers’ bureau to assist in selecting a speaker, but the beneficiary should be prepared to participate in identifying potential speaker candidates. The beneficiary should also be prepared to locate an honorary chair – someone important to the beneficiary’s cause, with a strong local presence and who is willing to monetarily support the beneficiary and Luncheon and ask their contacts to do the same.**

**At the Silent Auction, volunteers will be needed to help with the set-up and check-out process. Similarly, the beneficiary will need to supplement ASC’s volunteers prior to and on the day of the 5K in order to assist with putting flyers on cars at other 5K races earlier in the year, parking on the day of the event, monitoring the course, assisting with stuffing/handing out goody bags and finishers items, and general clean up. Credit card capability/volunteers will be needed at the Silent Auction, 5K, and Luncheon for day-of attendee purchases.**

### Day Before/Day of Luncheon

**Many volunteers will be needed the night before and day of the Luncheon. The ED/ASC Liaison should be prepared to go to the location (typically a hotel near downtown Dallas) the day before the Luncheon to meet with the ASC Co-Chairs, finalize last minute details, and prepare the seating chart. This meeting can run late into the evening.**

**Many volunteers are needed the night before the Luncheon to finalize and place centerpieces, stuff swag bags (if applicable), help set tables with programs and promotional materials, and help with general set-up. The hotel typically allows us to begin setting up at 6:00 pm or earlier on the night before the Luncheon, so this effort may run late into the evening. In some years, set- up must take place on the morning of the Luncheon and, if so, even more volunteers will be needed in the early morning to quickly get things in place. Volunteers from the beneficiary (around 10-15) are needed the day of the Luncheon to staff the check-in tables; to staff the centerpiece purchase station, which requires credit card capability; and to staff book-signing tables, if applicable and which also requires credit card capability. Some of these tables must be staffed even during the Luncheon.**

**Additional volunteers – preferably clients that the beneficiary serves – are highly desired during the Luncheon to help collect day-of donation envelopes from attendees. We encourage clients of the beneficiary to attend the Luncheon and often ask a client to speak briefly during the Luncheon. After the Luncheon, we always invite the ED/ASC Liaison, and any staff or volunteers who wish to join us, to remain for the “counting of the money” (the fun part!) received from centerpiece sales, donations from the floor, walk-in ticket purchases, and book sales.**

### Reporting Following Luncheon

**Following conclusion of the beneficiary year, we ask that the ED/ASC Liaison arrange for a final accounting of all income and expenses, including details broken out by event and a full list of sponsors for each. The beneficiary and ASC leadership typically have a final small event together to celebrate the years’ partnership.**

**PARTNERSHIP PLEDGE**

**We have read the ASC BENEFICIARY PARTNERSHIP GUIDELINES and pledge to partner with ASC as described therein if chosen as ASC’s 2024-2025 beneficiary. Additionally, we have reviewed our organization’s responses to the 2024-2025 Beneficiary Application Form and confirm that our organization endeavored to fill out the 2024-2025 Beneficiary Application Form to the best of its knowledge.**

***/s/***

**Executive Director**

***/s/***

**Board Chair**

***/s/***

**ASC Liaison**